

Olympic Tourism Reference Sheet

UTAH TOURISM

- In 2000, an estimated 17.7 million visitors traveled to Utah
- Travelers accounted for \$4.25 billion in traveler spending for the Utah economy
- Traveler spending generated \$340 million in state and local tax revenues (\$152 per Utah resident)
[NOTE: Does not include Federal tax revenues]
- 125,500 jobs in travel and tourism-related industries (nearly one out of every nine jobs)
 - ✓ 70,400 Direct tourism jobs
 - ✓ 55,100 Indirect tourism jobs
- Domestic visitors spent on average \$90 per person per day and stayed 2.5 nights (1998 Data)
- 75% of Utah's non-resident visitors come from the Western United States (1998 Data)
 - ✓ California
 - ✓ Idaho
 - ✓ Colorado
 - ✓ Nevada
 - ✓ Wyoming
 - ✓ Arizona
 - ✓ Texas
 - ✓ Oregon
- International visitors accounted for just over 4% of total non-resident visitation with an estimated 750,000 visits in 2000. International visitors arrived most frequently from Canada, Western Europe and Japan (1997/99 Data)
 - ✓ Canada
 - ✓ Germany
 - ✓ France
 - ✓ United Kingdom
 - ✓ Belgium/Netherlands
 - ✓ Japan
 - ✓ Switzerland
 - ✓ Italy
- International visitors to Utah spent on average \$81 per person per day and stayed 5.7 nights in Utah (1/4 of their total U.S. trip – 1997/99 Data)
- 5.3 million recreation visits were made to Utah's five national parks during 2000. Another 5.6 million recreation visits occurred at Utah's eight national monuments and two recreation areas
- Over 6.6 million visitors enjoyed Utah's 44 state parks during 2000
- 20.8 million vehicles crossed Utah's borders along Interstate highways in 2000
- Nearly 19.9 million passengers arrived at Salt Lake International Airport during the year
- Utah ski resorts hosted a record-breaking 3.35 million skier days during the 2000/01 season
- 732,000 visitors stopped at one of Utah's six Welcome Centers during 2000
- 60.9% statewide hotel/motel occupancy rate

*For addition information on Utah tourism, please visit the Utah Travel Council's business website:
www.utah.org/travel*

Olympic Tourism Reference Sheet

2002 WINTER OLYMPIC GAMES

- **Total SLOC Budget:** \$1.3 Billion
- **Infrastructure Investment:** \$435 Million primarily in areas such as resorts, transportation and housing [NOTE: Does not include venue costs, hotel development, I-15 reconstruction or light rail lines]
- **Worldwide Broadcast Rights Fees:** \$443 Million (\$327 Million from NBC)
 - ✓ 900+ hours of live Olympic competition
 - ✓ Broadcast in 150+ countries in 60+ languages
- **Events:** Competition will be held in 7 sports and 78 events
- **Venues:** Competition will occur at 10 venues (5 indoor and 5 outdoor)
 - ✓ **Cost of Venues:** \$322 Million (SLOC paid \$152 Million)
- **Tickets:** 1,600,000 tickets available
- **Volunteers:** More than 30,000 volunteers will be needed to stage the event
- **Economic Impact:** Impacts are estimated from preparations and hosting of event. Long-term impacts or legacies are not included in this analysis.
 - ✓ **Total Olympic Spending:** \$2.1 Billion
 - ✓ **Total Olympic Spending in Utah:** \$1.3 Billion
 - ✓ **Total Economic Output in Utah:** \$4.5 Billion [Preferred answer to “What is the impact of the Olympics on the Utah economy?”]
 - ✓ **Employment:** 35,000 job years (1 job year = employment for 1 person for 1 year)
 - ✓ **Employee Earnings:** \$1.5 Billion
 - ✓ **Revenue to State and Local Government:** \$450 Million (Tax Revenues)
 - ✓ **Cost to State and Local Government:** \$374 Million (Additional Public Services)
 - ✓ **Net Revenue to State and Local Government:** \$76 Million (Profit! No tax liability)
 - ✓ **Temporary Population Increase:** 17,000 peak increase during 2001
 - ✓ **Visitors:** 220,000 total Olympic visitors (70,000 per day, which is 50,000 per day more than usual during February)
 - 105,000 Domestic Visitors
 - 15,000 International Visitors
 - 64,000 Sponsors and Guests
 - 15,000 Olympic Organizations
 - 15,000 News and Media
 - 6,000 VIPs
- **Long-Term Impact:** While the immediate economic impact from hosting the Olympic Games are significant, the long-term benefits that will occur as a result of increased tourism and business development are expected to far outweigh the impact of the 17-day event itself
- **Community Involvement:** Ticket sales, volunteerism, torch relay celebrations, education programs, community outreach programs, etc.
 - ✓ 10 Olympic-related education programs in Utah schools
 - ✓ 13 Olympic-related community outreach programs